



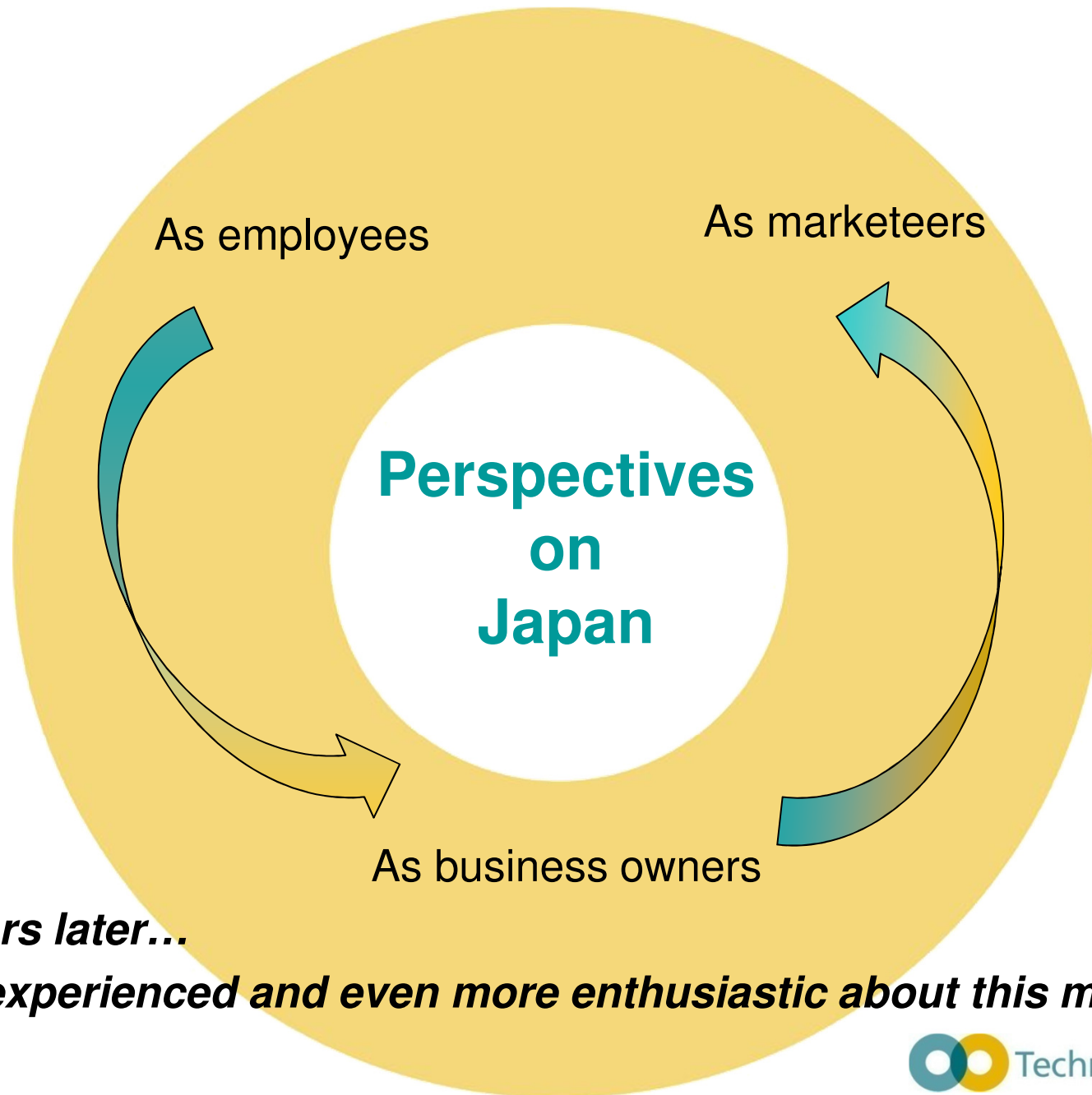


PURPOSE

Commercialisation of technology in the Life Science Industry

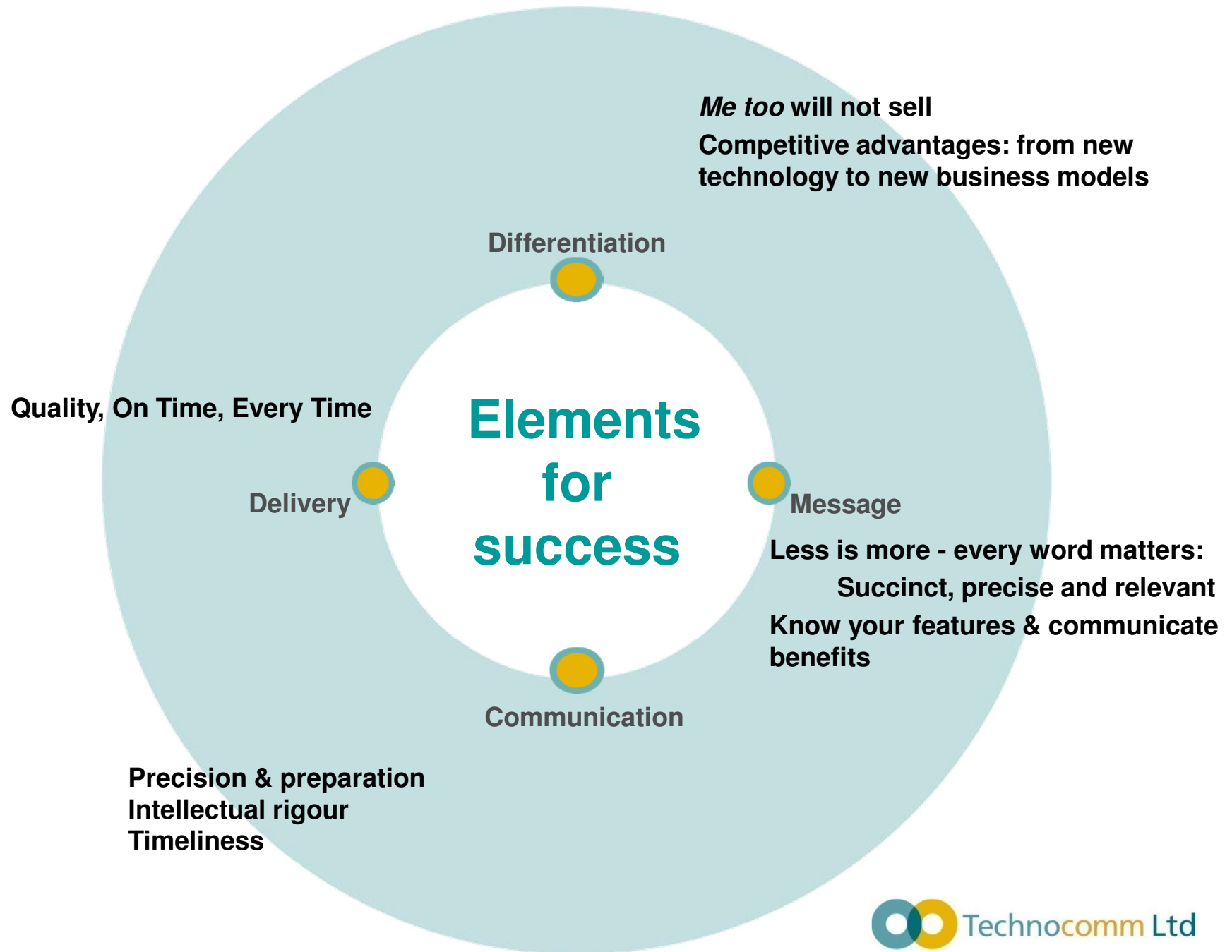
Our Customers

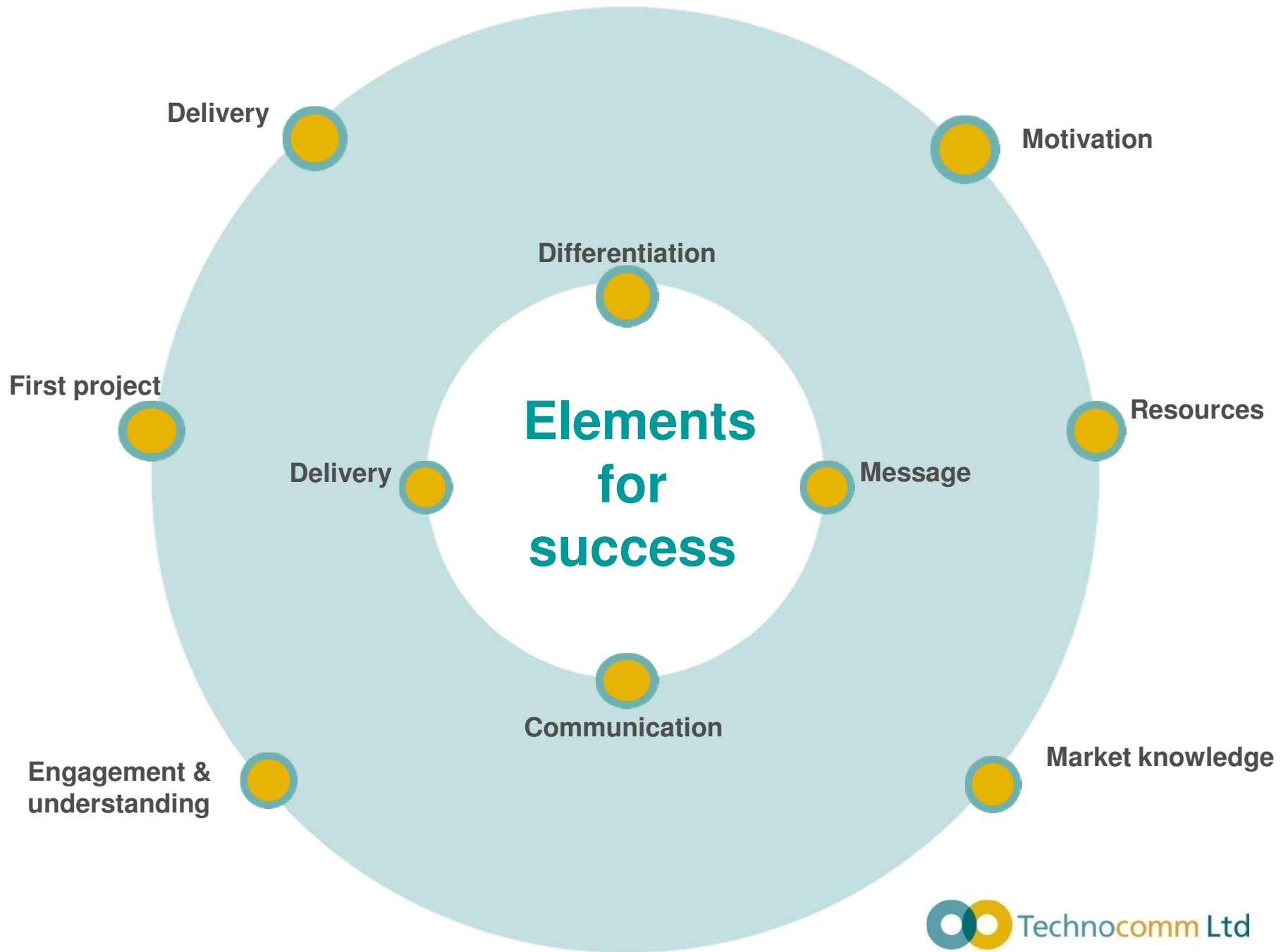
- **Pharmaceutical companies**
 - **Technology providers**



13 years later...

experienced and even more enthusiastic about this market!

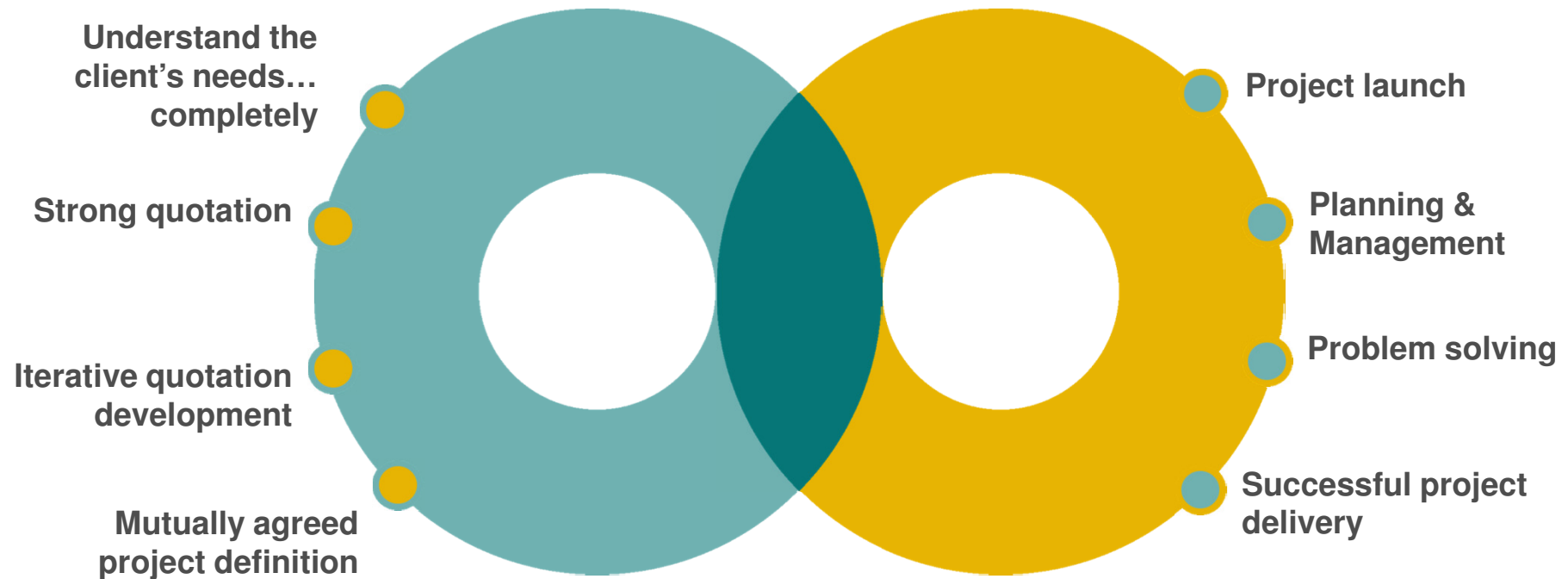




Elements for success

- Strong and enduring motivation
 - This is a rich but demanding market
 - Rewards can be significant... but take time and resources
 - From the customer's lobby to the meeting room to the signed deal
- Credibility
 - Track record helps: for companies and/or individuals
 - Demonstrable technical and operational excellence
- Market knowledge & mutual understanding
 - Know all you can before you go
 - Your knowledge will be transformed – visit by visit
 - Mutual understanding
 - You will develop great relationships with your customers

Winning and delivering projects - Integrating People, Processes & Cultures



Conclusions

- Japan is a great marketplace
 - Differentiation, determination and patience are vital for success
- Excellent communication is a must
- Customers are loyal to suppliers that deliver high quality and service
- As always it's all about being in the **right** place at the **right** time talking to the **right** person...repeatedly
- Do the right things often enough and you don't have to be lucky